

## ORDER



**Orders**  
**Order / Rev:** 47477  
**Alt Order #:** 09783898  
**Product Desc:** CLIFF STEARNS FLCD3  
**Estimate:** 2577  
**Flight Dates:** 08/08/12 - 08/14/12  
**Original Date / Rev:** 08/06/12 / 08/10/12  
**Order Type:** CIA - O

## CBS 47

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Cliff Stearns (R) US House FL D-3  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	102	\$24,590.00	\$20,901.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	102	\$24,590.00	\$20,901.50	0.00
<b>Totals</b>	<b>102</b>	<b>\$24,590.00</b>	<b>\$20,901.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
CBS 47	18%	\$24,590.00
Market	100%	\$136,611.11

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	5%	\$6,830.56
WCWJ	0%	\$0.00
WJXT	43%	\$58,742.78
WJXX	3%	\$4,098.33
WTLV	31%	\$42,349.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	08/08/12	08/13/12	Action News @ 530a	CM	5:30 AM-6:00 AM	3- 223- -	:30	10	\$25.00	P-3	0.00	NM	10	\$250.00
				Action News @ 530a											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/07/12	08/13/12	3- 223- -		10				\$25.00		0.00			
E 2	WTEV	08/08/12	08/13/12	Action News @ 6a	CM	6:00 AM-7:00 AM	2- 233- -	:30	10	\$70.00	P-2	0.00	NM	9	\$630.00
				Action News @ 6a											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/07/12	08/13/12	2- 233- -		10				\$70.00		0.00			

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Advertiser: Cliff Stearns (R) US House FL D-3  
 Product Desc: CLIFF STEARNS FLCD3  
 Estimate: 2577

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	08/08/12	08/13/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM 2- 233--	:30	10	\$70.00	P-2	0.00	NM	9	\$630.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	2- 233--				10	\$70.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$35.00	0.00	NM		
3	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$35.00	0.00	NM		
4	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$80.00	0.00	NM		
5	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$80.00	0.00	NM		
7	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$80.00	0.00	NM		
8	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$80.00	0.00	NM		
9	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$80.00	0.00	NM		
10	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$80.00	0.00	NM		
11	WTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	<del>(\$80.00)</del>	0.00	NM		
Credited [Credited Spot]														
12	NTEV	08/07/12-08/13/12	Action News @ 6a			6:00 AM-7:00 AM		M- WThF----	:30	\$80.00	0.00	NM		
E 3	WTEV	08/08/12	08/13/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM 1- 112--	:30	5	\$80.00	P-1	0.00	NM	5	\$400.00
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	1- 112--				5	\$80.00		0.00			
E 4	WTEV	08/14/12	08/14/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM - T-----	:30	3	\$25.00	P-3	0.00	NM	3	\$75.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- T-----				3	\$25.00		0.00			
E 5	WTEV	08/14/12	08/14/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM - T-----	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- T-----				2	\$80.00		0.00			
E 6	WTEV	08/14/12	08/14/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM - 1-----	:30	1	\$80.00	P-1	0.00	NM	1	\$80.00
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- 1-----				1	\$80.00		0.00			
E 7	WTEV	08/11/12	08/11/12	CBS This Morning Satur Saturday Early Show	CM	8:00 AM-10:00 AM-----S-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$80.00		0.00			
E 8	WTEV	08/12/12	08/12/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM-----S	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
SUN AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S				2	\$550.00		0.00			
E 9	WTEV	08/12/12	08/12/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S				1	\$200.00		0.00			
E 10	WTEV	08/08/12	08/13/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM-WTF--	:30	6	\$600.00	P-1	0.00	NM	6	\$3,600.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M- WTF--				6	\$600.00		0.00			
E 11	WTEV	08/08/12	08/13/12	Action News @ Noon	CM	12:00 PM-12:30 PM2- 121--	:30	6	\$650.00	P-2	0.00	NM	6	\$3,900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Action News @ Noon														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	2- 121--				6	\$650.00		0.00			
E 12	WTEV	08/08/12	08/13/12	Action News @ 5p	CM	5:00 PM-5:30 PM 2- 232--	:30	9	\$380.00	P-2	0.00	NM	9	\$3,420.00
Action News @ 5p														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	2- 232--				9	\$380.00		0.00			
E 13	WTEV	08/08/12	08/13/12	Action News @ 530p	CM	5:30 PM-6:00 PM 1- 121--	:30	5	\$380.00	P-2	0.00	NM	5	\$1,900.00
Action News @ 530p														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	1- 121--				5	\$380.00		0.00			
E 14	WTEV	08/08/12	08/13/12	Action News @ 6p	CM	6:00 PM-6:30 PM 3- 223--	:30	10	\$380.00	P-2	0.00	NM	10	\$3,800.00
Action News @ 6p														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	3- 223--				10	\$380.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTEV	08/07/12-08/13/12		Action News @ 6p		6:00 PM-6:30 PM		M- WThF----	:30	<del>(\$380.00)</del>	0.00	NM		
See MG 14.12,14.13														
[No Avail]														
10	WTEV	08/07/12-08/13/12		Action News @ 6p		6:00 PM-6:30 PM		M- WThF----	:30	<del>(\$380.00)</del>	0.00	NM		
See MG 14.12,14.13														
[No Avail]														
12	NTEV	08/09/12-08/10/12		Action News @ 530p				---ThF----	:30	\$380.00	0.00	NM		
Ⓜ MG for 14.10,14.1														
[MG within Flight]														
13	NTEV	08/09/12-08/10/12		Action News @ 530p				---ThF----	:30	\$380.00	0.00	NM		
[[Reinstated Spot]]														
E 17	WTEV	08/13/12	08/13/12	M-F 730p	CM	7:30 PM-8:00 PM 2- -----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
Two And A Half Men														
2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	2- -----				2	\$350.00		0.00			
E 18	WTEV	08/11/12	08/11/12	Sa Prime Access Rotato	CM	7:00 PM-8:00 PM -----S-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
Sa-Su Prime Access Rotato														
2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$150.00		0.00			
E 19	WTEV	08/08/12	08/13/12	M-F Action News @ 11p	CM	11:00 PM-11:35 PM 2- 123--	:30	8	\$170.00	P-3	0.00	NM	8	\$1,270.00
M-F Action News @ 11p														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	2- 123--				8	\$170.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTEV	08/07/12-08/13/12		M-F Action News @ 11p		11:00 PM-11:35 F		M- WThF----	:30	<del>(\$170.00)</del>	0.00	NM		
See MG 19.13,19.14														
[Due to Political] Due to Political														
13	WTEV	08/09/12-08/13/12		Action News @ 6a				M--ThF----	:30	<del>(\$80.00)</del>	0.00	NM		
Ⓜ Credited														
[Credited Spot]														
14	NTEV	08/09/12-08/13/12		Action News @ 6a				M--ThF----	:30	\$80.00	0.00	NM		
Ⓜ MG for 19.1 08/08														
[MG within Flight]														
E 20	WTEV	08/08/12	08/13/12	Letterman	CM	11:35 PM-12:05 AM 3- 211--	:30	7	\$55.00	P-3	0.00	NM	7	\$385.00
Letterman														
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	3- 211--				7	\$55.00		0.00			

